

## CLAIMS OF THE INVENTION

### I CLAIM:

1. A cart securing structure for securing a cart having at least two spaced wheels, said cart securing structure including an advertising platform comprising:

a body having a bottom surface and a top surface, a first stop defining a portion of said top surface and a second stop defining a portion of said top surface, said first and second stops having a trough located there between, said trough adapted to accept said at least two spaced wheels of said cart between said first and second stops, said first stop having a first face sloping upwardly over which said pair of wheels of said cart may be rolled and having a second face sloping downwardly towards said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, said second stop having a first surface sloping upwardly from said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, and an electronically operated display system, said display system including a display mounted to said first face of said first stop.